

1           This listing of claims will replace all prior versions, and listings, of claims  
2 in the application:

3  
4       **Listing of Claims**

5  
6           Claim 1 (Previously presented):    A system comprising:  
7           a plurality of web servers configured to return first content to requesting  
8 client devices;  
9           a central logging server;  
10          wherein the returned content includes a reference to second content from  
11 the central logging server; and  
12          wherein the central logging server logs requests for the first content in  
13 response to requests for the second content.

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15          Claim 2 (Previously presented):    A system as recited in claim 1, wherein  
16 the plurality of web servers, the central logging server, and the plurality of  
17 requesting client devices are communicatively coupled via the Internet.

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19          Claim 3 (Previously presented):    A system as recited in claim 1, wherein  
20 the reference has embedded therein information identifying the first content.

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22          Claim 4 (Previously presented):    A system as recited in claim 1, wherein  
23 the central logging server logs information received in cookies accompanying the  
24 requests for the second content.  
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1 Claim 5 (Original): A system as recited in claim 1, wherein the reference  
2 comprises a Hypertext Markup Language (HTML) tag.

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4 Claim 6 (Previously presented): A system as recited in claim 1, wherein  
5 each of the plurality of web servers further logs information regarding the request  
6 for the first content locally.

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8 Claim 7 (Previously presented): A system as recited in claim 1, wherein  
9 the references comprise references to one or more transparent graphic images.

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11 Claim 8 (Previously presented): A method comprising:  
12 receiving requests for first content; and  
13 returning, in response to the requests, the requested first content, wherein  
14 said first content includes a reference to second content that causes information  
15 regarding the request for the first content to be logged at a remote logging server.

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17 Claim 9 (Previously presented): A method as recited in claim 8, wherein  
18 the references to the second content refer to content available from the remote  
19 logging server.

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21 Claim 10 (Previously presented): A method as recited in claim 8, wherein  
22 the second content comprises a transparent graphic image.

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24 Claim 11 (Previously presented): A method as recited in claim 8, wherein  
25 the second content comprises one or more graphic images.

1  
2 Claim 12-13 (Canceled)

3  
4 Claim 14 (Original): A method as recited in claim 8, wherein the  
5 reference comprises a Hypertext Markup Language (HTML) tag.  
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7 Claim 15 (Previously presented): A method as recited in claim 8, wherein  
8 the second content comprises a web page.  
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10 Claim 16 (Original): One or more computer-readable memories  
11 containing a computer program that is executable by a processor to perform the  
12 method recited in claim 8.  
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14 Claims 17-45 (Canceled)  
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